What is claimed is:

1. A business position display system for illustrating a position in business environment of a business unit to be analyzed, comprising:

5   a storage device for storing evaluation values respectively set to a plurality of evaluation factors, for every business unit to be analyzed;

      an extracting processor extracting evaluation values related to said business unit to be analyzed out of said storage

10   device in accordance with a predetermined extracting condition;

      a coordinate calculating processor calculating coordinates in a multi-dimensional space in accordance with respective evaluation values extracted by the extracting processor; and

15   a display processor showing an object at a position corresponding to the coordinates calculated by said coordinate calculating processor in said multi-dimensional space on a screen.

2. The business position display system according to claim 1,

20   wherein

      said storage device stores the evaluation values in a multi-dimensional database in which a multi-dimensional space is logically defined with a plurality of axes respectively representing reference, said evaluation value being positioned

25   in accordance with logical position of its attribute on each

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axis, and

said extracting processor extracts an evaluation value
of which logical position of its attribute on each axis
corresponds to the extracting condition.

5 3. The business position display system according to claim 2,
further comprising condition setting device for arbitrarily
setting said extracting condition.

4. The business position display system according to claim 2,
wherein

10 at least one of the axes logically defining a multi-
dimensional space in said multi-dimensional database includes
a plurality of elements concerning references which have
relationship of a layered structure with each other.

5. The business position display system according to claim 2,
15 wherein

said coordinate calculating processor calculates, when
said extracting processor extracts evaluation values related
to a plurality of business units, a plurality of the coordinates
for respective business units in accordance with said
20 evaluation values, and

said display processor shows, when a plurality of
coordinates are calculated by said coordinate calculating
processor, a plurality of objects at positions respectively
corresponding to the coordinates.

25 6. The business position display system according to claim 2,

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wherein

when a predetermined tallying condition is satisfied between a plurality of evaluation values extracted by said extracting processor, said coordinate calculating processor tallies up the evaluation values satisfying said tallying condition to calculate a new evaluation value and thereafter calculates coordinate in accordance with the new evaluation value.

7. The business position display system according to claim 1, wherein

the multi-dimensional space in which said object is shown by said display processor is a two-dimensional space defined by rectangular coordinate system.

8. The business position display system according to claim 7, wherein

said respective evaluation factors are roughly classified into those related to environmental stability of industry, market strength, competitive advantage of a business unit to be analyzed, and financial strength of the business unit to be analyzed, and

said coordinate calculating processor calculates coordinate on a first axis constituting said rectangular coordinate system in accordance with evaluation values of evaluation factors related to said market strength and said competitive advantage of the business unit to be analyzed, and

coordinate on a second axis constituting said rectangular
coordinate system in accordance with evaluation values of
evaluation factors related to said environmental stability of
the industry and said financial strength of the business unit
5   to be analyzed.

9. The business position display system according to claim 7,
wherein

said respective evaluation values are roughly classified
into those related to a process viewpoint, an organization and
10   personnel viewpoint, a stockholder viewpoint, and a customer
viewpoint, and

said coordinate calculating processor calculates
coordinate on a first axis constituting said rectangular
coordinate system in accordance with evaluation values of
15   evaluation factors related to said process viewpoint and said
organization and personnel viewpoint, and coordinate on a
second axis constituting said rectangular coordinate system in
accordance with evaluation values of evaluation factors related
to said stockholder viewpoint and said customer viewpoint.

20   10. The business position display system according to claim 2,
wherein

in said multi-dimensional database, said respective
evaluation values are classified, according to evaluation
factor axis representing reference about types of respective
25   evaluation factors, into a first group comprising those related

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to environmental stability of industry, market strength, competitive advantage of the business unit to be analyzed and financial strength of the business unit to be analyzed, and a second group comprising those related to the process viewpoint, the organization and personnel viewpoint, the stockholder viewpoint and the customer viewpoint, and

said extracting processor selectively extracts only evaluation values of evaluation factors belonging to either one of said first group or said second group in accordance with an extracting condition as to said evaluation factor axis.

11. A computer-readable medium for storing data of evaluation values respectively set to a plurality of evaluation factors for every business unit to be analyzed, and a program making computer:

extract an evaluation value related to the business unit to be analyzed in accordance with a predetermined extracting condition;

calculate coordinates in a multi-dimensional space in accordance with the extracted evaluation value; and

output a image data for showing an object at a position corresponding to said calculated coordinates in the multi-dimensional space on a screen.